As a public sector partner of Socialtext, Winvale presents this case study as a customer success story. This case study explores the IT transformation and deployment of HUDConnect at the U.S. Department of Housing and Urban Development; it serves as a resource for public sector organizations.

**Strengthening and rebuilding communities**

Founded in 1937 by the U.S. Housing Act, the U.S. Department of Housing and Urban Development (HUD) has grown into a valuable pillar of federal governance. The longstanding mission of HUD is three-fold:

- Eradicate homelessness by creating sustainable and inclusive communities
- Strengthen the housing market
- And serve as a resource to the public for information on affordable housing, foreclosure, refinancing, grants, assisted living, and disaster recovery.

**HUD's Strategic Plan**

The collaborative nature of HUD requires agency employees have tools to communicate with field workers, the public, and departments within HUD. HUD’s success is measured in the availability of affordable housing and the quality of outreach with the public.

HUD’s FY2010-2015 Strategic Plan announced a department-wide transformation as a top priority. In this plan, HUD Secretary Shaun Donovan stated, “the bottom line is that we can’t help transform our communities if we don’t transform HUD.”

**Goals for HUD's transformation as outlined in the FY2010-2015 Strategic Plan include:**

- Build capacity by enhancing knowledge sharing and learning opportunities
- Focus on customer-centered results through collaboration and stakeholder feedback
- Simplify and combine programs to improve efficiency
- Improve the culture by promoting creativity, innovation, and collaboration
Transforming HUD through Improved Collaboration

Prior to the deployment of a new social collaboration platform, HUD operated using static engagement software with limited functionality. The transfer of information was linear and pushed out to employees with limited potential for coordination or collaboration. HUD needed an interactive central portal where employees could search for information and access it immediately.

The market research process included input from HUD employees and began organically from within the agency. Internally, the collective response identified a need for social media tools and a central dashboard where employees could go to learn what other departments are doing and search for information.

Socialtext’s enterprise collaboration platform offers HUD the flexibility it requires through a fully customizable dashboard and social networking features. HUDConnect, powered by Socialtext’s SaaS platform, sits on HUD’s private server and is utilized by over 9,000 employees including field workers.

Key Features of HUDConnect:
- A fully customizable dashboard and HUD Wiki
- Ability to send notifications, ask questions and make announcements
- Document and information sharing between individuals, groups, and departments
- Multi-channel communications
- Content creation
- Accessible from web, mobile, desktop, etc.
- Easy integration with existing RM, ERP, HR and content management systems

Challenge
» Communication across departments & field offices
» Knowledge silos
» Disparate resources

Approach
» Amplify collaboration
» Supply real time information enterprise wide
» Centralize all agency information

Results
» Increased internal efficiencies
» Unified workforce
» Faster response time to the public

About Winvale
- Winvale is a small business government solutions provider and sales consultancy.
- Winvale brings together best of breed technologies, domain expertise and professional services to provide high-impact solutions to government challenges.
- Winvale offers the latest technology products and services through a wide variety of acquisition vehicles to federal, state, and local government agencies.

About Socialtext
- Socialtext accelerates business performance by making it easier for employees to find the colleagues and information they need to solve challenges new and old.
- By simplifying people’s ability to share expertise, ideas and data, Socialtext removes knowledge silos that have traditionally hampered the ability to respond and serve customers efficiently.
- With Socialtext, people collaborate openly around key business processes in a secure, internal environment, and work together to drive new opportunities.
Collaboration Platform Is Enabling HUD To Meet Its Mission

The public is at the core of HUD’s mission. Day-to-day activities revolve around public interaction and relationship building. Inquiries from individuals are time-sensitive and often critical to the livelihood of the individual and their family.

Using HUDConnect, employees can easily access information on procedures, requirements, and paperwork to better assist its citizens. In emergency management and disaster relief situations, increased functionality is especially important and helps HUD and its sub agencies respond to the public more efficiently. HUDConnect ultimately enables employees to be more effective public servants by improving communication, especially in time-sensitive situations.

The current fiscal climate challenges agencies to find methods to reduce IT expenses and eliminate redundancy. HUDConnect is a cost effective solution because it reduces email overhead, combines platforms, and saves employees time they would otherwise spend searching for vast HUD architecture. The increased visibility provided by HUDConnect also enhances project management processes through increased accountability. In alignment with HUD’s vision, HUDConnect promotes a team environment that champions group collaboration and the free flow of information.

HUDConnect, powered by Socialtext, continues to help HUD improve internal communication and more effectively serve the public. Through an enhanced social collaboration platform, HUD is well positioned to achieve its goals outlined in their FY2012-2015 strategic plan.

HUDConnect improves business processes, team collaboration, and ultimately results in more satisfied constituents. HUD employees have noticed the benefits of the new collaboration capabilities and as the agency continues to grow, Socialtext will work to improve HUDConnect to meet new requirements.

Winvale is Socialtext’s preferred public sector partner. Winvale is a small business IT solutions provider that enables government agencies to achieve their mission by bringing together best of breed technologies.

Visit www.winvale.com to learn more!

“As a former federal employee, I know how dedicated HUD is to becoming a social, open, and more effective organization. I’m proud that Socialtext is a part of this program because HUDConnect is absolutely groundbreaking.”

- MARK OEHLERT, CUSTOMER SUCCESS DIRECTOR

About Socialtext
Established in 2002, Socialtext, a Bedford Funding Portfolio Co., was the first company to deliver social software to businesses. By unlocking knowledge, expertise, ideas and data, Socialtext eliminates information silos across the enterprise to drive superior business performance. Socialtext’s enterprise social networking products — including microblogging, blogs, wikis, profiles and social spreadsheets — provide simpler ways for employees to share vital information and work together in real-time. Delivered in a variety of hosted cloud services, as well as on-site appliances, enterprise customers are provided with flexible deployment options that meet their security requirements. Built on a flexible, web-oriented architecture, Socialtext integrates with virtually any traditional system of record, such as CRM and ERP, enabling companies to discuss, collaborate, and take action on key business processes.

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